

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Reiner KRAFT et al.) Group Art Unit: 3622
Serial No.: 09/757,901)
Filed: January 10, 2001) Examiner: Daniel Lastra
For: ***PERSONALIZED PROFILE BASED***
ADVERTISING SYSTEM AND METHOD
WITH INTEGRATION OF PHYSICAL
LOCATION USING GPS

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RESPONSE WITH AMENDMENT UNDER 37 C.F.R. § 1.111

VIA FACSIMILE (703) 872-9306

MS – NON-FEE AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
ATTN: Examiner Daniel Lastra

Sir:

The following amendment is being submitted in response to the Office Action dated May 18, 2004. Please enter and consider the following amendment and remarks as follows:

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date August 18, 2004 By: Karen Taragowski Signature: 
Applicant, Assignee, or Representative